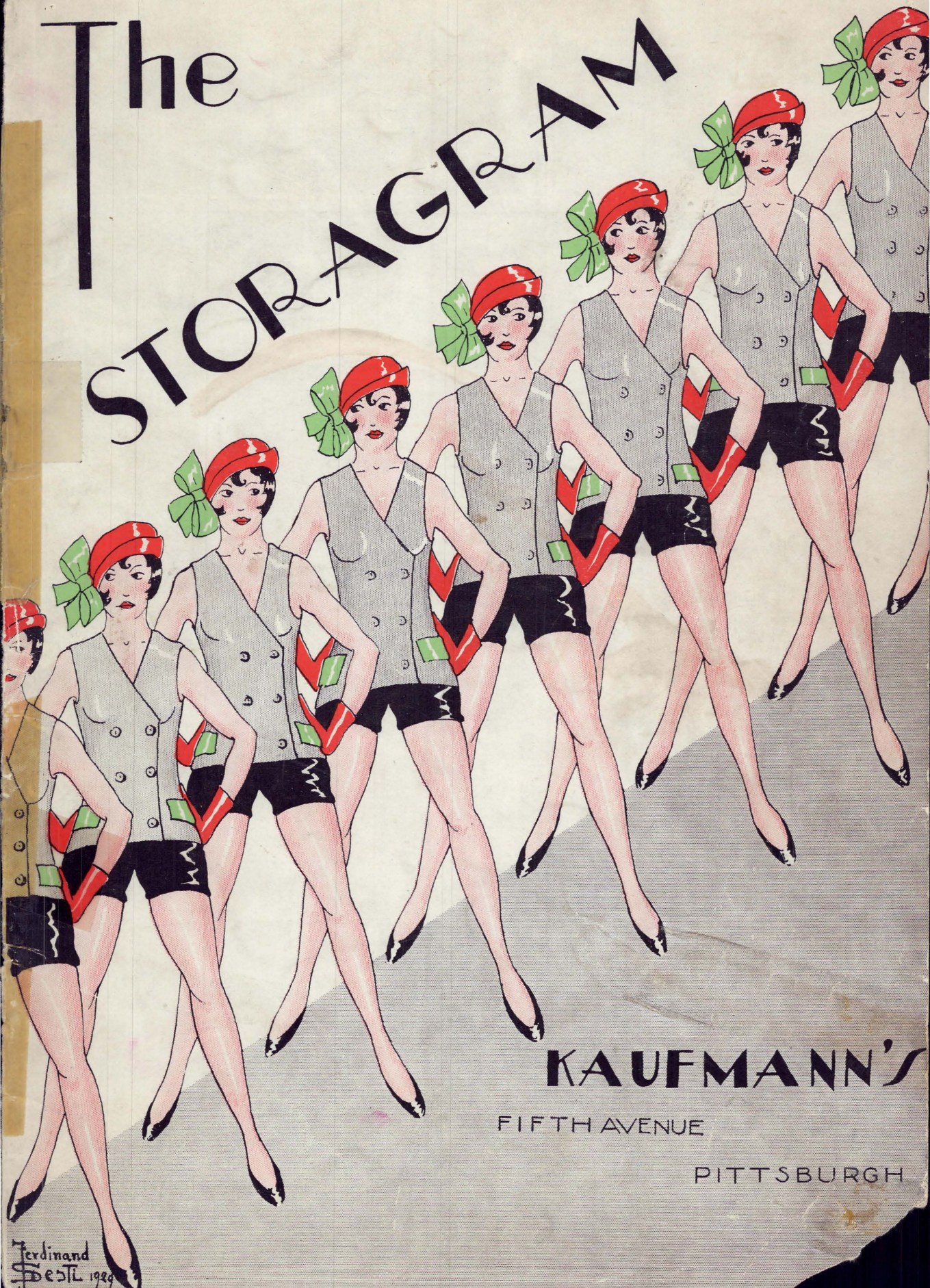
The STORAGRAM



KAUFMANN'S

FIFTH AVENUE

PITTSBURGH

Ferdinand Soest 1929

Mr. H. E. Lovett

THE STORAGRAM

Published bi-monthly by and for the Fellow-workers of Kaufmann's,
Printed and bound in our own printing shop.

VOL. X *PITTSBURGH, PA., MARCH—APRIL, 1929* *NO. 3*

Message

FIRST impressions play a very important part in determining our attitude toward life and work; they often make for our happiness or unhappiness. Many people believe their first impressions, because they are founded upon instinct, to be a more correct appraisal of a person or situation than a more studied opinion formed after facts, analizations, and outside influences are brought to bear.

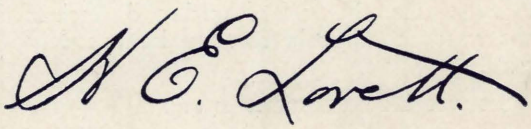
Whether this is true or not is a debatable question; but we must admit that first impressions do influence us strongly.

The first impression which a new person joining our organization gets, depends upon the reception we give him; he can be started on the right path, or the wrong one, according to the way in which we welcome him.

We should like to know that a new member of the store group goes home after his first day feeling that he is a part of the organization, that Kaufmann's is a pleasant place in which to work, that his associates welcome him as a fellow, that his supervisors will appreciate his problems and work with him on a basis of sympathetic understanding. Don't you think he will then more readily be the kind of person that we like to have among us than if we treat him coldly, or ignore him, or fail to help him sympathetically?

To all of you, I wish to express my appreciation of the wonderfully cordial welcome I have received from you. It is my hope that every new associate may be made to feel at home as quickly as I have been.

I can wish for no better impression for all new people than the one that I have gained of Kaufmann's.



All Hail the Hilarities

THE DIRECTOR HIMSELF!

SONGS! Catchy steps, clever and new! Varicolored costumes are richly brocaded and ruffled or scantily gay and clinging. Special lighting effects from Germany, costumes from Paris, the cast itself from Kaufmann's, the director—William F. Marlatt, and Kaufmann's Hilarities of 1929 promises to be an unprecedented success.

There will be twenty-four scenes—scenes lovely, and smart, and tricky. Solos and choruses and specialty parts and whatnot! And Mr. Marlatt, an associate of John Murray Anderson's, the original producer and originator of the Greenwich Village Follies, is enthusiastic.

Rehearsals are being held nightly. Committees are planning and arranging; prizes are offered for those who sell the most tickets. Ten two dollar seats will be offered as a first prize, six as a second, and four as a third. The next fifteen will each receive two two-dollar seats.

Be at the Nixon the week of April 22nd. Tickets for the revue are being sold from two dollars to fifty cents.

Those working on committees are:

General Committee:—Mr. Meyers, Miss Fitzsimmons, Mr. Paley, Miss Maloney, Miss Hart, Miss McCorkindale, Miss Hunter, Mr. Weston, Mr. Traub, Mr. Clarkson, Mr. Schwartz, Mr. Heyman, Mr. Gattman, Mr. Kelley.

Ticket Committee:—Mr. Paley, Chairman, Mrs. Snyder, Miss Maloney, Miss Patterson, Mr. Smith, Mr. Clarkson, Mr. Heyman, Mr. Adelsheim, Miss Fabian.

Inside Publicity:—Mr. J. Dolan, Chairman, Mr. Traub, Mr. Beecher, Mr. Gerwig, Mr. P. Dolan, Mr. H. C. Runnette.

Program Committee:—Miss Hunter, Chairman, Miss Ravitch.

FLOOR COMMITTEES

Downstairs:—Mr. Traub, Chairman, Mr. O'Donnell, Miss McCorkindale, Mrs. Swift, Mrs. Tinnemeyer, Mr. Greenstone, Mr. Searight, Mr. Barner.

First Floor:—Mr. Sexton, Chairman, Mr. Ruff, Mr. Hook, Mr. Anthony, Miss Rogner, Miss Giltenboth.

Second Floor:—Mr. Hanlon, Chairman, Mr. Elmer Kaufmann, Mr. Sugarmann, Mr. Miller.

Third Floor:—Mr. West, Chairman, Miss Weber, Mr. Edwards, Mr. Sauers, Mr. Rush.

Fourth Floor:—Mr. Woodmansee, Chairman, Miss Shapiro, Mrs. Milne, Miss Bond, Miss Patterson, Miss Goldstein.

Fifth Floor:—Mr. Walters, Chairman, Mrs. DeBenedictis, Mr. Stitzell, Mr. Edgar.

Sixth Floor:—Mr. Schwartz, Chairman, Miss Riley, Miss Schutz, Mrs. McDonald, Miss Marquis, Mr. Hynes, Mr. Cohen, Miss Stuart.

Seventh Floor:—Mr. Heidler, Chairman, Mr. Ertle, Mr. Hanna, Mr. Flory, Mr. Faulds, Mr. Johnson.

Eighth Floor:—Mr. Linder, Chairman, Mr. Warner, Mr. McCready, Mrs. Torrence, Miss Stephenson.

Ninth Floor:—Mr. Cornell, Chairman, Mr. Silverstein, Mr. Goldstone, Mr. Broecker, Mr. Miles, Mr. Davis.

Tenth Floor:—Mrs. Snyder, Chairman, Miss Foley, Miss Clarke, Mr. Odenheimer, Miss Pauley, Mr. Brannigan.

Eleventh Floor:—Mr. Hornberger, Chairman, Miss Trostler, Mr. Hannon, Mr. Ascherfeld.

Twelfth Floor:—Mr. Reizenstein, Chairman, Mrs. Uffelman, Mr. Grigsby, Mr. Gimbel.

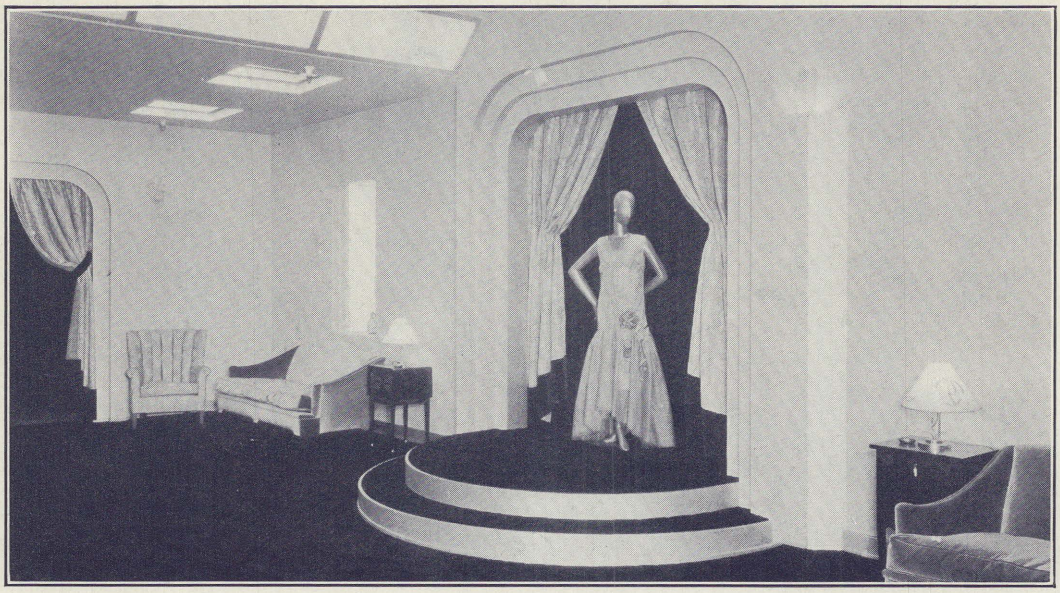
Thirteenth Floor:—Miss Moore, Chairman, Mrs. Jacoby.

Forbes Street S. S.—Mr. Erb, Chairman, Miss Russman, Mr. J. Geisler, Mr. S. Spokane, Mr. Hadley, Mr. J. Kirk, Mr. J. Lotz.

North Side S. S.—Mr. Cummins, Chairman, Mr. Spencer, Mr. Guckert, Mr. Murray, Mr. Smith, Mr. Wassel, Mr. Willis, Mr. Bottorf, Mr. Swan, Mr. Geis.

Hilarities of 1929

Kaufmann's Shows The Mode



A view of the Modern Room, designed by Ferdinand Sesti.

NEWNESS! I saw it in everything on our floor of fashion, the fourth, when I stepped off the elevator. The sport shop, now much larger, was showing chic tweed ensembles in orange, green, beige and black and white. An intriguing cardigan jacket ensemble on a figure caught my eye; I glanced at the price tag—only twenty-five dollars! That was encouraging.

I sauntered down Cherry Way past a case displaying new coats, many of them black with monkey fur. Stepping in the misses' coat section, I was told by a well informed saleswoman that "Creola" was the new soft spring fabric. Then a printed crepe smock dress on a little wax figure drew me into the Princess Shop. Scores of lovely things—coats, dresses, ensembles, suggested youth, gay and carefree.

But I had come for an inexpensive black business frock, I remembered. The courteous saleswoman, learning that I wore size eighteen directed me to the Inexpensive Dress Department.

Here were more smart dresses in all the new blues, greens, reds and modern prints. It was hard to choose, there were so many lovely frocks, but finally I selected a black tailored dress at sixteen-fifty. The young lady who handed me my package asked whether I had seen the new Modern Room. "No, I haven't."

A distinctly Modern room it is. Black chenille carpet covers the floor and the semi-circular dais on which evening dresses are displayed. Modernistic cabinets and deep comfy divans about the wall suggests luxury, leisure. I was enthusiastic, especially about the fitting rooms off the Modern Room, each of them furnished in an individual color. And it was all designed and furnished by Ferdinand Sesti, of our Interior Decoration Department.

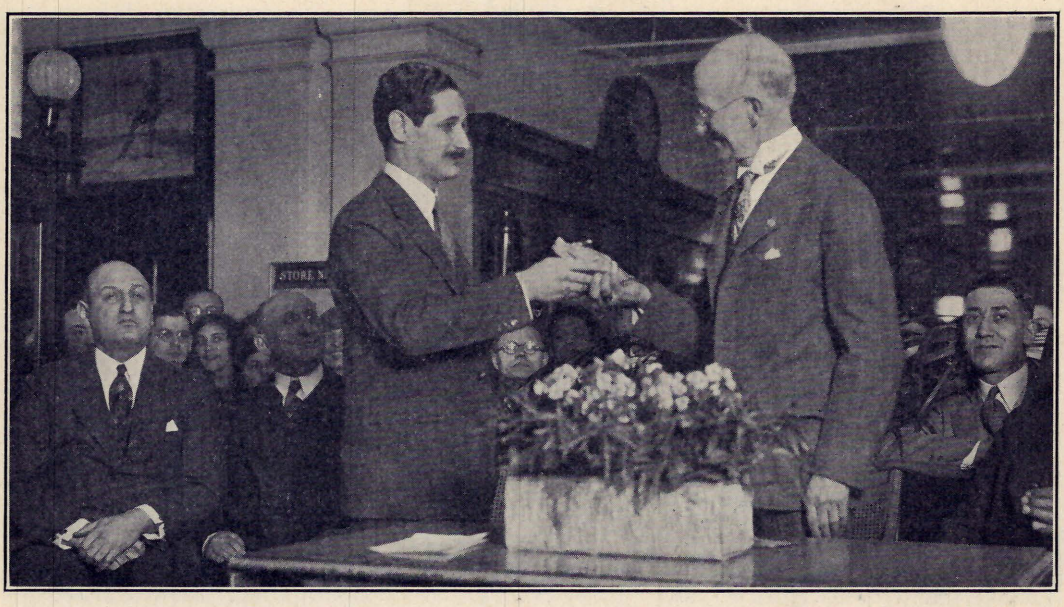
And the dresses—there were uneven hemlines for both afternoon and evening. Most of the dresses were trimmed in contrasting colors of self-materials. The fabrics—lace, chiffon, fine flat crepes are the thing for afternoon and for evening—there was no end of variety and distinction.

Reluctantly, I stepped into an elevator and descended to the street-floor. My lunch hour was over, and I still wanted to see more of the gorgeous creations designed for milady's wardrobe.

Triolet

Miss Atkins chews gum
Though she knows it's not lawful—
She always has some;
Miss Atkins chews gum
And then sighs:—ho, hum!
Now, isn't that awful?
Miss Atkins chews gum
Though she knows it's not lawful.

Mr. Walker Is Honored



MR. OLIVER M. KAUFMANN PRESENTING A PURSE OF GOLD TO MR. WALKER.

"IF I'd known this wasn't a steady job I wouldn't have stayed" was Richard C. Walker's retort when he was offered a pension after forty-nine years of faithful service.

A year later, hundreds of employees gathered to honor Mr. Walker as he completed his fiftieth anniversary, on March 12th, with the store. From a raised platform on the fourth floor Mr. Irwin D. Wolf, Secretary of the store, read a cable from Mr. Edgar J. Kaufmann in Vienna, wishing Mr. Walker health and happiness. Mr. Wolf then told the company that Mr. Walker had accepted his job on two conditions—that it be steady and the wages fair.

Mr. Adelsheim, whom, as a boy, Mr. Walker fitted with a suit, presented to the faithful employee a black leather initialed bag on behalf of the Stand-By Club. Mr. Ernest Gattman gave Mr. Walker a beautiful gold watch from the Buyers' Association, and Mr. J. A. West, buyer, presented a smoking set from the Clothing and Furnishings Departments.

To impress the audience with a realization of how long fifty years really is was the task of Mr. Oliver Kaufmann who brought a tribute from the firm, a purse of gold containing a thousand dollars.

If you think Mr. Walker wasn't sitting on top of the world, look at these pictures.

MR. IRWIN D. WOLF IS ADDRESSING HUNDREDS OF EMPLOYEES WHO CAME TO HONOR MR. WALKER.

Displays Create Comment

FASCINATED customers lingered before Kaufmann's windows to exclaim over the models, the prize ensemble displays. A smart knicker suit and chic sport dress in the golf display, a filmy lace trimmed negligee in the lingerie ensemble, dainty but sophisticated togs for tiny tots, intrigued passersby and drew "oh's" and "ah's" from dancing young moderns. The ready-to-wear displays, so lovely and attractive, certainly show that energetic Kaufmannites are profiting by Miss Madeline Stuart's course in color and line.

With the course completed, the five divisions of the display group set about choosing articles for their contest displays. All merchandise in the store was at their command—they had only to visualize their ensembles, then select lovely gowns, slippers, undies, knick-knacks to carry out their ideas.

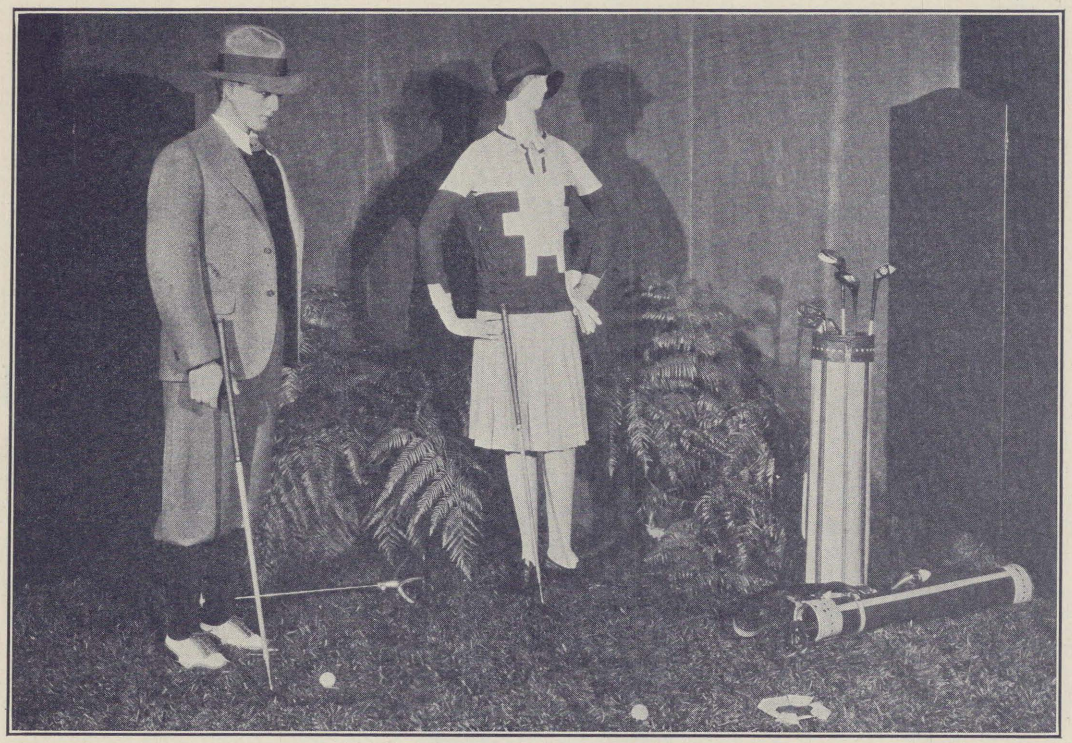
Indeed, so beautiful were the five displays, that the judges had a very hard time determining the winners. After lengthy deliberation and weighty consideration, the golf display was judged best. The caddy who went to the Aviation Show wasn't in the picture, but the lady and gentleman didn't seem to mind. In their smart new clothes, they were self-sufficient.

Scarcely less fetching were the evening dress and closet shop ensembles, which tied for second place. The judges just could not decide between the graceful lady in evening gown with her wrap and gloves tossed on chair, and closet with its neatly arranged treasures—teddies peeping from drawers and a nighty draped over a chair. Both displays just made you see the intimate chambers of an exquisite lady.

Each individual in the group winning first prize was awarded $3.50, and those in the groups tying for second place received $2.50 each. The other two groups were warmly commended for their lovely displays.

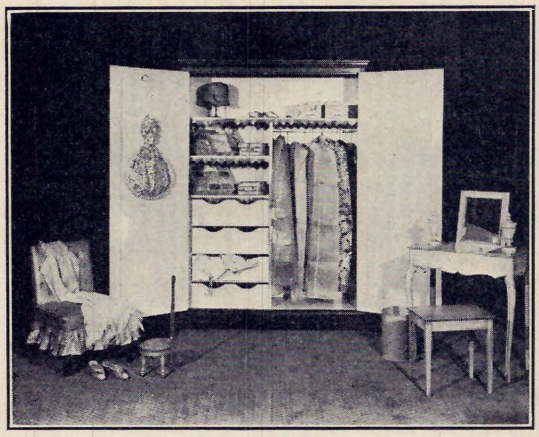
At the dinner held by the ready-to-wear display group after a series of five meetings, Mr. Irwin D. Wolf, secretary of the store, spoke on co-operation in display and emphasized the value of attractive ensembles throughout the store.

Now, the ready-to-wear group are having monthly meetings to continue their good work, and a furniture display group of about thirty, is meeting once a week in preparation for their displays. Each department will have its turn—and with hearty co-operation, Kaufmann's fellow-workers can make their store increasingly beautiful and attractive. Arranging ensembles is really fun, and everybody has an idea or two that can be turned to good advantage.

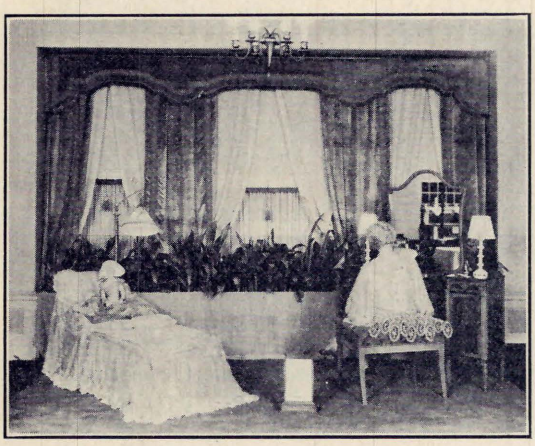


THE CADDY WENT TO VISIT THE AVIATION SHOW AND COULDN'T BE HERE FOR THE GOLF DISPLAY PICTURE.

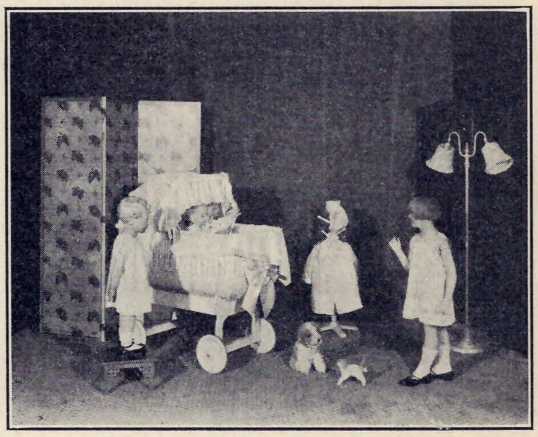
Our Store Can be Made Increasingly Beautiful



AND THIS IS THE CL OSET SHOP ENSEMBLE, THE FINE DISPLAY WHICH WON A SECOND PLACE.

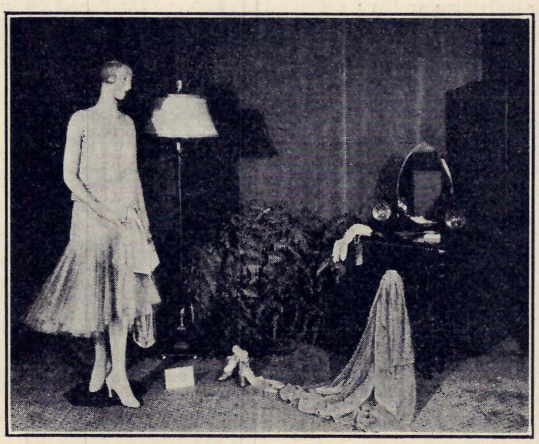


NOTICE THE LOVELINESS OF THE LINGERIE DISPLAY.



THE BABY DISPLAY EXPLAINS THE DIFFICULTY THE JUDGES MUST HAVE HAD TO MAKE A DECISION.

If We Arrange Attractive Displays



THIS LOVELY EVENING DRESS DISPLAY TIED WITH THE CLOSET SHOP FOR SECOND PLACE.

AND THESE ARE THE STAND-BYS EAGER TO CONGRATULATE MR. WALKER.

Kaufmann's is Growing

WELL, the store looks as though it's having its annual spring cleaning. Barricades are up everywhere. Departments are shifted, and offices are moved. Every day a new barricade is up, more wood construction is being raised on Fifth Avenue and Diamond Street, and some of us wonder what's all about.

Kaufmann's is being remodeled. A new escalator system with accomodations for a million shoppers will make Kaufmann's unique in the store world. Kaufmann's is a pioneer in solving by modern methods the traffic problem of the store. After the new system is in use, there will be twice as many escalators as are now in use in any retail store.

The plan has been made to make shopping simpler, speedier and pleasanter. Women are said to favor the escalators because of its unique safety, hygienic advantages, and convenience. Escalators are preeminently safe and free from congestion and free from all unhealthful features of crowding. They are easy to enter and to leave.

The new escalator is to be artistic and modern in design, and it will be finished to harmonize with the surroundings on each floor.

Departments will be expanded, shifted and reorganized. The first floor will be entirely remodeled. New fixtures and modern layouts will be used. Mr. O. M. Kaufmann, Mr. I. D. Wolf and Mr. H. E. Lovett just returned after visiting retail stores to see the plans being used elsewhere.

Stand-Bys Hold Banquet

BECAUSE they have helped make Kaufmann's grow in the past twenty years, two new members were received into the Stand-By Club of loyal employees, at its sixth annual banquet on February 21. Eighty-nine members with more than twenty years of service answered as Isaac Hohenstein, toast-master, called the Roll; then W. J. Appel of the credit department and Grace Davis of the ladies' coats and suit department received service pins for completing their twentieth year at Kaufmann's.

Mr. Edgar J. Kaufmann, unable to be present this year, cabled, "While I cannot be with you in person, I want you to know that I am with you in spirit."

Mr. H. E. Lovett, new store manager, spoke to the club of improvements for the coming year and hoped that he may some day win the coveted Service pin, significant of twenty years growth with a prospering organization.

Some members recalled incidents of former days, and Misses Helen Fitzsimmons and Marie Maloney, guests, addressed the club.

After the social meeting a business meeting was held with the following new officers for the year elected:

MR. ISSAC HERZ . . . . . Honorary President
MR. RICHARD WALKER . . . . . President
MR. SIMON ADELSHEIM . . . . . Vice-President
MRS. MARGARET TINNEMEYER . . . . . Treasurer
MISS MARGARET CROWLEY . . . . . Secretary

Are You Moving This Spring?

SPRING—a new bonnet, a bright scarf or tie, a new suit or a gay ensemble! But more than this, spring means househunting, moving, perhaps making the hall bedroom into an efficiency apartment.

"How?" you ask.

Mr. Stocking, head of our interior decorating department, offers a simple plan that will transform your room into a bed-, living-, dining- and study-room—all in one!

Simplicity is the keynote; background, your first consideration. Select a wall-paper that will give you honest relief. Something happy and cheerful. Intense colors are good; so is a modified modern pattern. Voile curtains in some modern design, not too daring, with background to harmonize with the wallpaper, are quite practical.

Then, consider furniture for your four-in-one retreat.

A day-bed is practical—with a figured denim cover and a smart pillow or two to make it attractive. A gateleg table with a mirror hung above it can grace one wall. Your bed serves as a day-time settee, your table is useful as a dresser, dining and living room fixture. A Windsor chair, perhaps, and a big, comfy chair with a slip cover complete the furnishings.

If your lighting fixtures are dull, wire parchment over them. Drab woodwork finished in green, gray, peach, or apricot will make a world of difference. A well-selected picture will make the room pleasanter, but knick-knacks and photos hung indiscriminately—bad taste, you know!

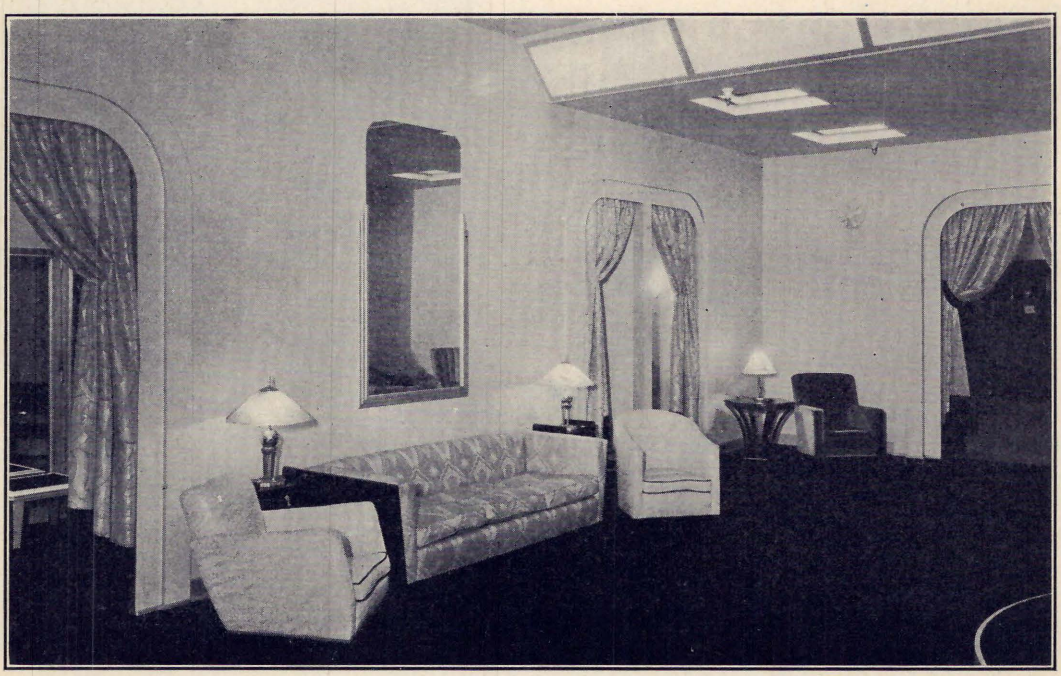
It's not as hard as it may sound. You can have some changes made when you rent a room. Offer to paper it and get the curtains, and surely your landlady will furnish a day-bed and gateleg table. Voile is as cheap as sixty-five cents a yard and wallpaper often costs no more than thirty-five cents a roll.

With simplicity and care, you can have a house—an all in one room!

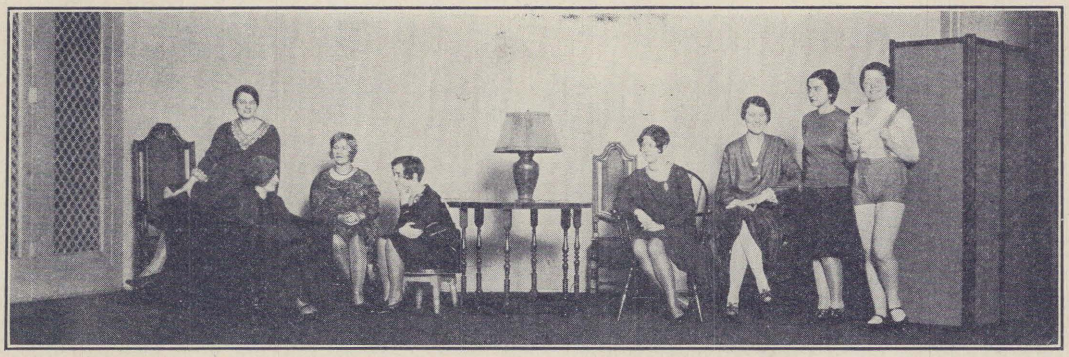
Verse

"We've scarfs of filmy beauty,
And flowers of every hue,
The daintiest of hankies;
Buttons, modern and new;
Ribbons that rival spring's sweet smile
And rayon undies in newest style.
Oh! we're a happy family,
I am sure you'll all agree—
We work together; help each other,
As one can plainly see.
And Mr. Griglak will testify
Each department stands ace high!

ELLA C. NELSON



A VIEW OF THE MODERN ROOM SHOWING THE FITTING ROOMS.



THIS IS THE JUNIOR GROUP WHO PRESENTED A ST. PATRICK'S DAY SKIT AT THE Y. W. C. A. *Left to right:*—MARY REID, MRS. JEAN QUINT, MILDRED STRUM, KATHERINE MCQUAID, MARIE BARNSCHEUER, HILDA SEIKAMP, NORIEN POLANDRI, AND MARTHA HOHMEYER.

Juniors Give Skit

"Sure and it was a good play," so says everyone who saw the St. Patrick's skit given by Kaufmann's juniors at the Y. W. C. A. at the St. Patrick's Day Party of the Junior Division of the Y. W. C. A. on March 15.

The girls from Kaufmann's gave a St. Patrick's Day skit with an old fashioned Irish grandmother, Mrs. Jean Quint, and a modern Irish flapper, Katherine McQuaid. Throughout the skit girls sang and danced. Those in the playlet were Mary Reid, Mrs. Quint, Mildred Sturm, Miss McQuaid, Marie Barnscheuer, Hilda Seekamp, accompanist, Norina Polandri, and Martha Hohmeyer.

Cupid has been active in our wrapping force since the holidays. Wilma Hediger of the second floor, is now wearing a beautiful new ring.

Miss C. Cornelius, of the ninth floor, was married on April 11, in the St. Michaels Church, South Side, to Mr. Joseph Jackson. Her sister acted as her bridesmaid. Mrs. Jackson is now living in West Park.

Many well wishes from the juniors, girls.

STUDENTS FROM CARNEGIE INSTITUTE OF TECHNOLOGY, VISITED KAUFMANN'S.

Triolet

When a customer enters
Where's Peggy O'Flynn?
Her attention then centers
When a customer enters
On J. Willis Renters:
It's truly a sin!
When a customer enters
Where's Peggy O'Flynn?

Hilarities

Verse

They say there are folks in the store
Who think that it's really a bore
To do any working
And so they start shirking
These queer sort of folks in the store.

YE CHAMPION BASKETBALLETEERS AND THEIR FRIENDS WHO ATTENDED THE BANQUET IN HONOR OF FRANK PACKARD. *Front Row:*—MURPHY, M. PARIS, LEVISON, MANSMAN, F. PACKARD, SERBIN, D. MILLER, KEIBLER. *Back Row:*—SPECTER, DOLAN, MATES, SAKOLSKY, GREEN, FREIDLANDER, P. PACKARD, LENCHER, COUSLEY. *Missing:*—B. MILLER, F. RUBENSTEIN, W. PARIS, M. RUBENSTEIN.

Champion Team

The Kaufmann's basketball team defeated Duquesne Light for the championship of the Commercial Industrial League. The first game at the South Side Market House, was rather hard for our boys because they had to overcome a big lead. Going into the last quarter of the first game our boys were nine points behind, when a spurt shown by our team soon overcome the big lead and won out by two points. Score 36-34. The game was full of exciting thrills and was worth watching.

The second game played at the Columbus Temple Floor, was rather easy for Kaufmann's because we won easily the score being 41-24. Each player was given a chance to participate in the game and showed their name in the scoring column. This championship is the first of its kind for Kaufmann's and they are mighty proud of it. There hasn't been a discussing on what the team is going to be given by the league, but it will probably be either gold basketballs or an individual silver loving cup.

Basketball Banquet

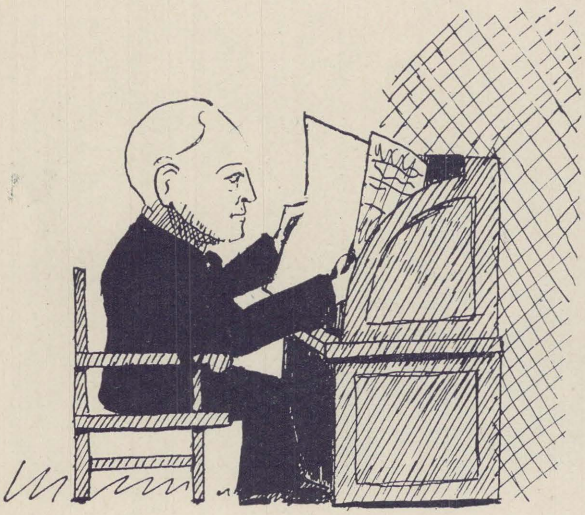
This banquet was given March 13, in honor of Frank Packard, who was on the championship basket-ball team, and who is leaving to play base-ball for Columbia Ball club, an option of the Pittsburgh Pirates. Frank has been a loyal member of the basketball for three years and we will be glad to have him back with us for the coming year.

Packard was given a hand bag by the basketball team.

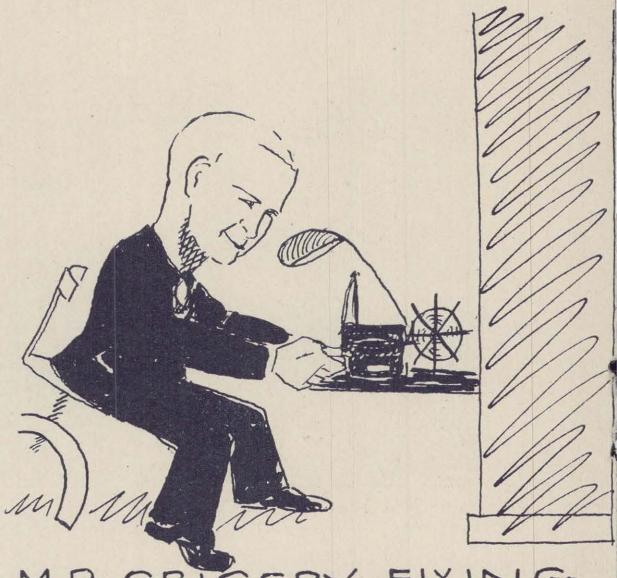
John Serbin
Dave Miller
Bill Miller
Meyer Paris
Wymins Paris
David Levinson
Edward Mansmann
Sam Sukolsky
Frank Packard
Richard Murphy
Frank Rubenstein
Morris Rubenstein
Curtes Keibler
Henry Foley

FRANK PACKARD!

SCENE ON THE TWELFTH F

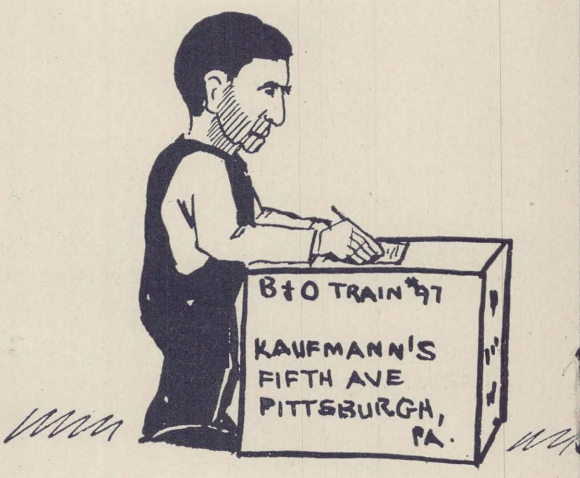


MR. REIZENSTEIN IN EVERY MORNING BEFORE 8:20 A.M



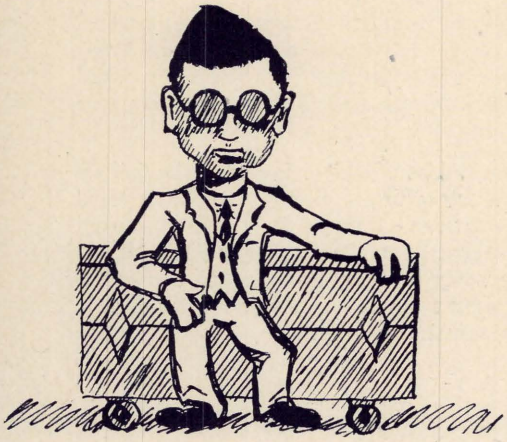
MR. GRIGSBY FIXING THOSE NEW TICKET MACHINES.

"BILL" COULTER DE-LIVERING THE GOODS



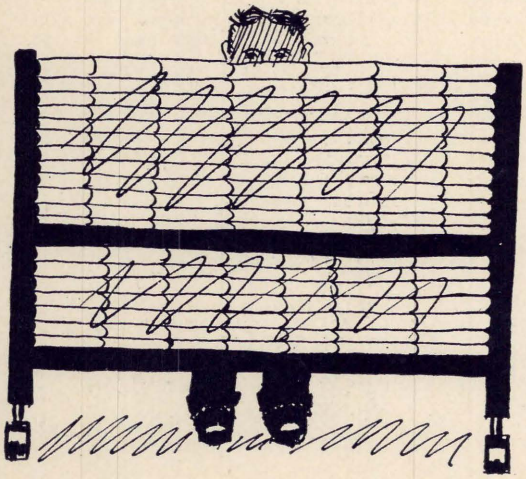
ANGELO "WHATSADAMATAH, NOBODY HOME?"

FLOOR ^ ^ BY HARRIS ^



"MIKE" HURLEY WAITING FOR JOE KENNETH, "MIKE" TASZ OR PAUL WILL DO

IRMA TALKING ON THE DICTAPHONE



ED LOCHER "ANYBODY SEEN ED?"

MERCEDES READING ZANE GREY BOOKS AFTER LUNCH

BENJ. HARRIS

THE STORAGRAM

Published Bi-monthly

IRENE RAVITCH, EDITOR

Consulting Editors

HELENA FITZSIMMONS — MARIE MALONEY
ADELAIDE C. HUNTER — JOSEPH M. MEYERS

Artists

FERDINAND SESTI — BEN HARRIS
ISABEL SHROCK

Reporters

ZELDA BERMAN
L. BRAINARD
MARTHA COHEN
FLORENCE COHN
ADELINE DIETRICH
JOE DOLAN
MARGARET DWYER
ANNA FITZPATRICK
C. FOSTER
BURTON GILCHRIST
WILLIAM GOLDSTEIN
ETHEL HARGEST
MRS. A. HOGSETT
SYLVIA KAMOMS
SARA KAUFMANN
FRANCES LICHTER
JEANNETTE MARCUS
DAVE MILLER
ELLA NELSON
LILLIAN O'DONNELL
MARIE PETERSON
MATHILDA RAITHEL
L. SEFTON
W. SELIGSON
GOLDIE SKIRBOLL
GEORGE STEINBAUSER
SAMUEL SUGGERMAN
S. ADELE WILLIAMSON
IRMA UFFELMAN

AND THE WHOLE STORE FAMILY

Shhh!

THROUGHOUT the store we hear whisperings about rehearsals, and new steps, and songs, and costumes. Mr. Marlatt rushes from one place to another. Now, he is in the auditorium; now, looking for someone. And all over there is an air of secrecy. Everyone wants to win the prize for selling the most tickets and we are all counting the days until April 22nd. For then the Nixon will be crowded, the seats sold out, and the snappiest, peppiest revue of the year will be produced. All hail the Hilarities of 1929!

A Tribute

ALL the way from Boston, New York, came a letter to Mr. Oliver M. Kaufmann commending Miss Mary Mahon, millinery department, for her courtesy and salesmanship. Not only did the writer mention the splendid attention with which Miss Mahon served her customers, but also her suggestion, upon learning that her customers were visiting the city, to go through "our beautiful store." To quote the writer of the letter, "it is often the employee in the store who makes an impression on the customer."

On Loyalty

THOSE of us who have shifted aimlessly from one position to another have probably, like the rolling stone, gathered no moss. But Richard Walker has been with the store for fifty years and watched it grow from its sixty-foot front until it occupies a city square and towers above Pittsburgh. And it was because Mr. Walker worked steadily for the firm that the firm honored him on a recent morning.

And what did Mr. Walker say when he had received the many gifts presented to him and heard the congratulations extended to him and shaken hands with those who came to honor him? He expressed a few words of thanks and asked those who crowded around to work steadily and faithfully. It was an impressive ceremony.

Letters We Like to Receive

MR. F. T. PEFFERS,
Musical Instrument Repair Department,
Kaufmann's, Pittsburgh, Pa.

MY DEAR MR. PEFFERS:

The violin you remodeled for me was received in due time and I want to tell you that the results were very satisfactory indeed. The instrument has been played out somewhat and meets with every expectation, in fact turned out better than I had expected.

Earl, my son, sent down his violin yesterday by Express, to be overhauled as you may think it needs. You will of course examine this and judge for yourself as to its requirements to put it in first class condition. It lacks volume on the "E" and some on the "A," give these your attention please among other things.

When you have made your investigation as to the things necessary to put the violin in its best possible condition, write me and in the meantime proceed with the work as fast as possible. This second order will tell you better than words what we think of your work so far.

Very respectfully,

EMMET E. BAILEY, A. I. A.

O. M. KAUFMANN, Treas.
Kaufmann Department Stores.

DEAR SIR:

Since Mr. Magill's death I have lived in Kansas City, Mo., with my people, consequently have not been able to use my account in your wonderful store. Many times I have wished for a day in Kaufmann's. We haven't a store here that can compare with it. For courtesy and a regular homey feeling, your store cannot be excelled. Sorry I will not be able to use the enclosed coin, which I so much enjoyed.

Sincerely,

MRS. JOHN W. MAGILL

Hints About This and That

YOU and I have been pretty desperate about the state of our complexions after blustery March days and damp April. Of course we know that with all the rush and tumble of business and parties, we just can't be too particular about our appearance. Naturelle powder may be invisible on our saucy noses by day, but under the glaring electric lights—yes, awful. Now we'd heard about faddy tints and shades, but we know fads are not in good taste. Would we ever look a bit, oh just a little bit like the well-groomed ladies in advertisements! An idea! We went to see Miss Dilly in the Adoria Beauty Salon and Miss Rogner and Miss Schuh, of our Toilet Goods Department and bared our perplexities on the troublesome question of make-up.

"My dear," they told us, "there are things to consider before makeup. If your skin is not very thin or dry, for instance, soap is the best cleanser to remove dirt. If you use cream apply it with a rotary motion, massaging gently upward and out. Then remove it with cleansing tissue or a soft absorbent cloth. Then too, I should recommend a good astringent before powdering."

"But what shade of powder should we use?" was our next question.

"For daytime medium weight powder is good, and Rachel is generally most suitable. Then a cream rouge on the cheeks with the upward and outward rotary motion and a touch of it on the lips. But use it sparingly, we were warned "Get the shade that blends naturally with your lips, and surely you never would 'bow' your lips during working hours. I needn't tell you that.

"Now, high color isn't natural but if you don't use rouge and have no natural color, your face will seem dull and flat.

"Then for evening your makeup is heavier. Use an eye shadow to match your eyes, a black or brown pencil and bright lipstick. Your eye shadow should be in cream form and your powder liquid. And, my dear, with your large mouth, never rouge the corners but use just enough to keep your lips soft and moist."

We thanked these good advisers, but they had other hints for us.

"That isn't all. Hands, body, teeth and hair are important too. To avoid bodily odors, for one thing avoid spicy foods, bathe twice daily, and use Odorono for perspiration, Listerine as a mouth wash.

"For your manicure, use only a light glaze and always a finisher for your hands at night.

"Your teeth need to be washed at least twice a day, and it is safer to visit your dentist every six months. You smoke? That won't hurt your teeth if you care for them properly.

"Then that trying old problem of hair. Blondes and grays have to wash theirs oftener than every two weeks; brunettes need not. And if your hair is not naturally curly, manipulate it instead of brushing. Very few people look well with straight hair. A permanent is more practical than a marcel—more reasonable and the head is not in direct contact with the heat."

We appreciated the expert help of our advisers, and told them so. They always advise us individually, too, when we buy our powders and rouges. Indeed we need not worry about April showers any more but it would be wise to anticipate the brown specks that a summer sun drops on upturned noses.

FORTY-FIVE YEARS AGO THESE TWINS WERE OUTFITTED HERE IN KAUFMANN'S BY RICHARD C. WALKER

Triolets

When she comes in the morning
She talks to the girls:—
Though she has heard the warning,
When she comes in the morning
Miss Dent starts adorning
Her light, silken curls;
When she comes in the morning
She talks to the girls.

Dorthea comes daily
With lips rather bowed.
She enters quite gaily:
Dorthea comes daily,
Pouts coyly at Smaley
Now I will be blowed!
Dorthea comes daily
With lips rather bowed.

Books to Read

Books make us live new experiences. As we read, we become a part of our reading. We meet new people, see new places, and are stimulated by new ideas. The Employees' Library, 13th floor, has an interesting assortment of books.

The Gun Tamer—BRAND

The story of a gay young caballero and a dude ranch—a tale of adventure and excitement in which desperate situations call for desperate remedies, and there is much hard riding, quick and straight shooting, and cool thinking in tight corners.

Joseph and His Brethren—FREEMAN

Like old folk tales the novel begins quietly and proceeds simply, until somewhere towards the middle the reader suddenly knows that at last he has a real story on his hands which must be finished, like an experience in real life which must be carried on to the end.

Cloth of Gold—THANE

A brilliant game of adventure in the hills of India, joyously played with all the cards from murder to mob hypnotism. The stakes are treasure, love, and the white man's honor.

The Father—BROWN

The Father pictures vividly that colorful period in American history, the troubled decade before the Civil War. It presents a new portrait of Lincoln; not Lincoln the administrator with the cares of a nation heavy upon his shoulders, but the struggling lawyer, still unaware of the destiny that is to claim him. But more important and more appealing than this, it reveals a vital relationship which is too often presented as one of antagonism—the relation of father and daughter, here shown in a deeply tender aspect.

Hate—SMITH

A vigorous tale of adventure during the War of 1812. An American sea-captain, believing himself betrayed to the enemy by the woman he loved, turns privateer and devotes himself to wreaking vengeance upon her and upon the Federalists.

The Crippled Lady of Peribonka—CURWOOD

Peribonka is a quaint French Canadian village far back in Quebec, having woven around it a story of sweet lavender and old lace. It contains a story of the crippled lady and two others—a time when a man facing death learned how great love may be.

Bright Metal—STRIBLING

A keen but harsh picture of life in a rural section of Tennessee, tracing its disastrous effect on a girl who goes to it as the bride of a well-to-do farmer.

The Snake Pit—SIGRID UNDSET

Continues *The Axe*, a story of 13th century Norway. Olav Audusson returns with his wife, Ingunn, to Hestviken, the manor farm by the sea, but does not find happiness there.

The Heir of Buckingham—PAUL FEVAL AND M. LASSEZ

The Mysterious Cavalier breaks from the Bastile, flees from Paris—a thrilling tale of romance and adventure in which The Three Musketeers take part.

The Silver Virgin—IDA A. R. WYLIE (Author of *Black Forest*)

Maimed in the war, a young Englishman is unable to hold his wife's love, and they separate. Bitter disillusionment leads her to hunt him out in the primitive Spanish village where they first met, and he is able to offer her the peace that he has found there.

Gold Bullets—CHARLES BOOTH (Author of *Sinister House*)

A mystery story.

Darkened Rooms—PHILIP GIBBS

Stark tragedy closes the last door in this study of the effect of an unprincipled medium on a brilliant young barrister, led through affection for his war-lost brother to seek consolation in seances, and then in the young actress whom he has loved.

Accident—ARNOLD BENNETT

A light-hearted tale in which an understanding father and a railway accident are the dei ex machina in settling the difficulties of a young English couple, which have grown out of the young man's determination to stand for Parliament on the Labour ticket.

Catherine-Paris—BIBESCO

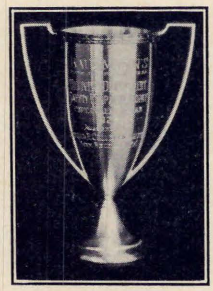
Catherine-Paris achieved an extraordinary success in Paris shortly after its publication there last August. Essentially it deals with the aristocratic world in Europe before the War, and includes among its characters the Emperor of Austria, the Czar, the Kaiser, and various European statesmen. It embraces the chief political events of the period 1908-1914, and closes with the Armistice.

Everybody Out

for the

Staff of

The Storagram



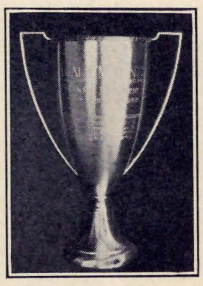
Safety Teams

KAUFMANN'S has reduced accidents in 1928. The delivery staff has been vieing for safety cups. Divided into ten teams, with safety as their aim, silver trophy cups were awarded to captains of the two leading teams, and smaller cups to other members of the winning organizations at a banquet given the delivery force by the firm, with H. E. Lovett, general store manager, and H. J. McCorkle of the outside delivery.

From twenty to twenty-five drivers will be given an extra week's vacation with pay in recognition of their careful driving.

J. R. Hadley of the mechanics, and C. E. Shaw of the freight fleet, were the captains of the two teams. The safety board was composed of George Erb, Raymond Bottorf, Joseph Hadley, and M. Haley. Accidents caused by trucks following other autos too closely were eliminated entirely.

J. P. Rupert and A. Coneby of the package delivery were captains of teams tied for second place.



Scratches from Ben's Pen

SCRAMBLED down the Fifth and Smithfield Street corner exactly twelve floors above the clock. This is where Kaufmann's silverware department is located. (I mean the stock room).

Minnie and Mary are busy cleaning and polishing huge silver platters, and plates that are not so huge, and knives, and forks and table spoons and tea spoons and salad knives and forks and spoons, and so on, and so forth (I hate to put etc., it's too short).

They are industrious and hard workers, shining and polishing all day long, and when they aren't doing this they are arguing with Johnny Meiser, who delights in getting their goat when up here sometimes. Do not become alarmed by the weird whistling and sudden outbreak of chokey sounds that you hear. It's only Johnny practising, (so he says) the latest tunes of the day.

"Morris & Mike" of notions. You've seen their flat truck somewhere in the building, beautiful lettering on it. Mike did it. Its the only really good truck up here. When you need a good flat truck see either one of these young men. (B.N. This is for those on twelve only). (The B. N. stands for Benny's Note).

Vincent Stulc and Ben (the guy what's writing this stuff) live next door, eight hours of every working day in the year. Vince is learning how to box (not apples) and he is training hard, emptying three and four trucks of hoisery, leather goods, gloves, and umbrellas a day besides counting, listing and sending articles to the floors. (All these he does, with Ben's help, of course).

"Nick Susko"! wanted on the telephone, in the drug department. Nick has the sweetest job, taking care of candy. As a side line, sporting goods and cameras are looked after by him.

"Any samples, Nick?"

"No, not to-day."

Next!

Traffic is kind of heavy around the next stock-room, three loaded trucks, one hamper, and a table all waiting to be unloaded by Max Bernstein, who takes care of downstairs merchandise. Max formerly upholed the "sweet" job but left for New York. He is back with us now.

Max! Max! say a few words to your friends.

"I'm glad I have this opportunity to say 'Hello' to my many friends. I'm also glad to be back in Pittsburgh to stay, for a little while anyway."

"You have just heard . . . from my studio, please stand by."

Kenneth Herisko, former iceman and now employed by Kaufmann's to take care of downstairs men's furnishings, is one of the best young fellows I've met for quite a while. He is a hard worker and appreciates a good joke once in a while. Atta boy, Ken. I'll tell you the one about the traveling salesman. Oh, I can't tell it here, in front of all these people. Will you ladies go home? We men could have a heck of a good time together.

Lest we forget, I'm sorry to hear that "Bill" Stewart was forced to leave on March 2 for one month during which time he will take a rest. This is due to doctor's orders. Bill took care of books, magazines, stationery and Dennison goods.

Be good "Bill" and you will soon be back with us. Now do as the doctor says. Good luck.

Well this will be all now. See you in the next issue with more news about us.

NEWSETTES

"Bob" Madine is not taking Eddie Bonbrow's place as Parcel Post Boy. Eddie has been transferred to the jewelry repair. Don't take so long for lunch now, Eddie.

Charles Boxter, formerly one of "Jake's boys", is aiding Miss Dowers take care of the sixth floor stock.

Those attending the Progressive Retailing Courses are as follows: Vincent Stulc, Nick Susko, John Faline.

Have you a nose for news? Do you write verse? Sketch? Draw cartoons? Stop the new editor of the Storagram, Miss Irene Ravitch, if you see her or visit her in the Mailing Department, 10th floor. She will be glad to become acquainted.

OF 1929

HILARITIES

Floor By Floor

Downstairs

We are glad to have Mrs. Browning, from infants, back with us after a long spell of illness. We would like Mr. Roth to tell us when the happy day is going to be.

Mr. Barner of the wash goods left for a short sojourn in Florida.

Have you noticed what doing without ice cream has done for Mrs. Bossart of corsets?

The downstairs store is improving with age. We celebrated our fifteenth birthday with songs and speeches. Miss Josephson of Mr. Traub's office was song leader. Miss McCorkindale acted as master of ceremonies. Mr. Traub was the chief speaker of the day. We were sorry that Mr. Lovett could not be with us.

We would like Agnes, cashier of downstairs underwear, to tell us why certain days she comes in all dressed up.

Mrs. Shore of Cleveland, Ohio, formerly of downstairs store, millinery, entertained the girls of the department, Sunday, March 10, at her home. All had a pleasant time.

Miss Reilly of the downstairs coats also enjoyed the trip.

We wonder why Jimmy, the electrician, is always back in the millinery workroom.

Goldie Wesoby, the demon dancer of former years, is back again in Kaufmann's Revue for this year.

Miss Bruno of the downstairs store entertained the girls of her department at her home recently.

On Floor One

Everything is topsy turvy on the first floor, due to the new improvements being made throughout the store. However every one is doing her best to adjust herself and her department to the new location. Good-will and cooperation prevail on every hand and in spite of these necessary inconveniences, customers receive every courtesy, of course.

Miss Silverman has recently returned from a four weeks leave of absence. She spent this time at Boston visiting with her cousin. The important event was the wedding of this cousin. A very beautiful one, it was indeed. Our Miss Silverman was the maid of honor. We are very glad to have Miss Silverman back with us again.

Miss Miller, buyer of the scarfs and ribbon, with her assistant Miss Fasic, have just returned from New York; so I am sure you will find the very scarf to complete your Spring outfit.

Our first floor section had the honor of winning third place in the color scheme contest.

Quite a number of our first floor girls are taking one or two studies in the Progressive Retailing Course, and are already planning what they are going to wear to the banquet. However, they are really interested in their classes too. I have heard several correct another's mistake in English, and the criticism was gratefully received.

IT IS TO LAUGH

Mr. Griglack—"How are you coming along in school, Sonny?"

Sonny—"Fine in arithmetic. I'm in the gozinta class now."

Mr. Griglack—"What is the gozinta class?"

Sonny—"Oh, you know—two gozinta four; three gozinta nine, etc.

Several notions have been noted in the notion department.

Ella Shubert took the notion she would like an engagement ring. She got it! And how! The rest of us are still hopeful.

Well, Ziegfield should know of this. Certain people down here are adding youth, beauty, and talent to the play.

Since they have moved the department everything is where it shouldn't be. We need roller skates, but since we have none we run around. See us in action any noon time. The Step Lively Girls.

Miss Genevieve Rose, associated with the ladies' glove department for many months, bid us farewell two weeks ago, to join the training staff of the West Penn Hospital. Miss Griffin and the girls presented her with a lovely snakeskin bag with hose to match, and wished her success and happiness in her chosen work.

Miss Helen Griffin, buyer of ladies gloves, sailed on the Berengaria, March 9, on her annual buying trip abroad. The girls sent her a "Bon Voyage" Bouquet to wish her a successful journey.

The men's furnishing department takes this opportunity to congratulate Mr. Sanger upon his promotion to assistant in this department.

Agnes Donly sure looks sad that last two weeks. Never fear Agnes, we look upon you from the balcony.

Since Mr. Guma moved away from "Battle Creek Health Department" he is getting his pale color back. Mr. Guma, "Battle Creek" moved to Diamond Street side; samples free to the public.

Girls be sure to get a pair of bare-leg hose. They are the last word in hosiery. Everybody's wearing 'em.

We are very glad to welcome Miss Horlocker, a new girl in our department.

We are proud to say that six of our girls are taking the Progressive Retailing Course.

We also feel elated about two of our girls who won first and second prizes in Miss Stuart's ensemble display contest. Miss Leech was in the group that took first prize, and Miss Webster in the group that took second prize.

On Floor Two

Mr. Simon, formerly of the sporting goods department, and now with the men's trouser department, has the best wishes of his co-workers for a successful future.

We are very sorry that we are no longer fortunate in having Miss Keely with us, the men's neckwear department having been transferred to the first floor.

The fellow employees of Mr. Sanger, formerly of the men's clothing department, are very desirous of extending their congratulations and best wishes for his future success. Mr. Sanger is now manager of the men's furnishing department on the first floor.

Since the golf school has been discontinued quite a few of our golfers have been forced to do without their morning exercise.

Congratulations are in order for one of our star porters, Mr. White. Mr. White was married just a short while ago and we wish him the best of luck in his newest venture.

Although we have had many changes of location of the various departments, the second floor still remains the men's floor of the Store.

Floor By Floor—Continued

We are glad to see Birdie Matthews, "Mr. Hanlon's little helper" back in our midst again after a rather long illness.

One cannot but wonder why Miss C. Flaherty of the luggage section seemed so pleased when their department was moved over so near to the men's shoe department.

What with moving departments, condensing stocks and departments, and barricades being erected the old second floor "ain't what it used to be."

Mr. R. Bushony Hilles of the uniform department has departed for Florida to "dabble" in the real estate business.

The "Intelligence" meetings being held every Tuesday evening just after store hours, are going on fine. Much good is being derived from the meetings by those who attend.

Miss Peggy Howard of the second floor receiving room recently became Mrs. — Mrs. — well anyway she did.

Freddy Breckenfelder and Harry McCullough the "provision twins" of men's clothing stock are out once again to add to their laurels as Thespians. They have joined the cast for this year's show, so now we know it will be good.

Miss Anna Zyrek of men's shoes desk has taken up dancing, at least that's what she tells us it is. Bring in our velvet slippers, James.

Two more have walked the plank. Mr. White, our erstwhile porter and Frank Lacey, who presides at the cleaning stand in the men's shoes, have recently entered the state of matrimony, We havent noticed any cigars yet but we are optimistic.

Mr. E. Hyman of the work clothing section buys candy every day for the girls at the wrapping desk. Mr. Hyman estimates that he spends more than ten cents a week in this manner.

Why is Viola Joffman of men's shoes desk so downhearted. Well, her sweety is quarantined for a month, so we sort of guess that is plenty reason.

A certain party tells this worthy or unworthy scribe, that Dan Spisak of men's pants is sorely smitten with a certain young lady who works at one of the second floor wrapping desks. But of course we wouldn't say which one.

We recommend the following All Second Floor Quartette for a place in the show this year. Gladstone, Kaylor, Wykhart and Murphy or Callahan. We have heard them buzz one and they sure are the "nuts," "Nuts so bad," we mean.

Every one is riding since they put the mechanical horse in the sporting goods. We must try it sometime but we are afraid of upsetting our equilibrium.

On Floor Three

At the time of writing, we are pleased to say that Mr. C. Matz, superintendent of the third floor, who is dangerously ill, is somewhat improved although far from well. We wish him a speedy recovery.

Mr. Henry Harris is looking remarkably well after his trip to Southern Wales.

B. Woolfstead, assistant buyer of boy's clothing, has recovered wonderfully after having spent two weeks in Atlantic City.

W. T. Stodler of the Boy Scouts is back and well after having met with an accident by an automobile.

Wedding bells will soon ring out—if the diamond rings worn by Miss C. Minsterman of the third floor service and Miss Julia Feodor of the wrapping on the third finger of their left hand is any indication. In the meantime, congratulations, girls.

Florida must be a wonderful place, as the longing looks of the third floor boy's clothing salespeople indicated when they beheld Mr. H. Srolovitz who returned from the Sunny South. He sure does look the picture of health and returned youth.

The Good Will Club of the Infant Department presented Miss Alice Burns, who recently became Mrs. Clarence Jackson, with a beautiful dinner set. Lots of luck to you, Alice.

We are glad to have Miss Dorothy Leonard back with us after her recent illness.

The children's shoe family welcomes Mr. Louis Landy as one of its new members.

The Toy Department is glad to have the Dennison department as their new neighbor.

The third floor all wish Mr. Matz a speedy recovery.

The children's underwear department is glad that Miss Dollet has taken up interior decorating but sorry that the dolls eyes were punched out. Better luck next time.

MR. AND MRS. SRCLOVITZ—HAVE JUST CELEBRATED THEIR FIFTY-FIFTH WEDDING ANNIVERSARY

On Floor Four

We extend congratulations to Miss Grace Davis upon becoming a member of the Stand-By Club.

The members of the inexpensive dress department presented Miss Goldstein with a beautiful crystal bridge-tea set in honor of her engagement which was announced recently.

We welcome Miss Gertrude McCormack to the ladies gown's desk.

Mrs. John Babcock of Chicago, formerly Miss Maude Bean of the misses coats, spent a week in Pittsburgh renewing acquaintances. Come again Mrs. Babcock.

Heartfelt sympathy is extended to Mrs. Butler in the death of her husband and to Miss Murphy in the death of her Mother.

We are glad to have Miss Loeffler with us again, and we trust her mother continues to improve.

Wonder where Mr. John Flynn gets all those pretty ties he wears; certainly someone (?) must help him select them and we all would love to know who she is.

We extend best wishes for a speedy recovery to Miss Mersereau of the ladies gowns and to Mrs. Lepper of the coats.

The sportswear department extend a welcome to Miss Daibach and Miss Conley. Miss Gaertner of the same department has been modeling at the Aviation Show and we understand she was "quite a hit."

We are told that Dave Hill, the popular Fifth Avenue Florist, was completely sold out of roses on March 15. Miss Mayme Henry celebrated a birthday on that day.

Congratulations are extended to Mrs. Hamilton, who before her recent marriage was Miss Le Min of ladies coats.

A cordial invitation is extended to all to attend a "Style Show" held each Thursday evening at 5:30. The very newest styles are shown, each department is represented and the girls who act as models are quite professional-like.

Floor By Floor—Continued

On Floor Five

To Miss Lambert of our debutante shop goes the heartfelt sympathy of her host of friends of the fifth floor in the death of her mother.

The national slogan of the Federation of Florists, "Say It With Flowers," has taken on a new significance insofar as the fifth floor is concerned, Miss Sylvia Arnold having returned from an Eastern sojourn to New York bedecked with "orchids." She has our best wishes. The orchids are saying "June."

We are glad, at this time, to report the fact of our efficient cashier Miss Voltz having successfully out-fought the ravages of Old Man "Flue" sufficiently to occupy her place at the desk. We assure her we missed her smiling countenance.

Mr. Edgar, section manager, is replacing Mr. Kirk with the same degree of friendliness and show of spirit and cooperation afforded Mr. Kirk.

On Floor Six

We were sorry to lose Freddie, our package collector, but wish him success in his new work.

We are glad to have Lillian Row back again after a months' illness.

Miss Nellie Reilly from the Linen Department has returned from a trip to Florida. She states she had a wonderful trip.

Miss Lillie Nicholas from the bedding department has recently been very happily married and is spending her honeymoon in Florida and various places. We miss her very much but wish her much happiness.

Mr. Mohr, our floor superintendent has been promoted floor supervisor of house work. We wish him success.

Miss O'Brien of the muslin underwear has resigned and gone in training at the Mercy Hospital.

Miss Clatty of the underwear department spent a few days in New York recently.

Mrs. Powell, formerly Miss Miller of the corset department, is back with us again. We all welcome her back.

The knit underwear department extends their sympathy to Miss E. Rogers who has been ill for several months. Here's hope for a speedy recovery.

The patterns, trimmings, and fur departments are glad to welcome the ribbons and buttons to their group.

Before long we expect to lose Esther Myers as she expects to be Mrs. Van Asdele pretty soon.

Myrtle Eckblad has returned from a brief absence, on account of illness. We are all glad to have Myrtle back with us again.

The celanese and rayon department, being new, extends cordial invitations to those who have not visited and have not seen these new fabrics.

On Floor Seven

The Housefurnishing department extends their sympathy to Mrs. Stubbs in the death of her father.

I think we had better keep our eye on a certain girl in the brush department. Its getting pretty serious when she goes to see him at the hospital three or four times a week.

Miss Brophy, from the Universal Aluminum, has created a new word for the dictionary. "Speakalier" is the word, folks.

Philip (alias Mr. Wolf) from the stove department has a new way to stop the elevators. He flashes a dollar bill at the operator.

On Floor Eight

Miss Smith, from Mr. Flynn's office, and Miss Fry, from the mirror aluminum, have been looking at furniture here of late. Won't be long now, girls.

Anna Hannaghan won a prize at a card party the other evening. She was all smiles but when she got home, it was a booby prize. Poor Ann.

Moved from where their office is now. For particulars see Mr. Warner, Mr. Hare, Mr. Stocking or Mrs. Fisher.

A few have been early of late that were always behind before, for Mr. Linder's Wednesday morning meetings.

We missed William Goldstein's congenial personality. "Billie" was in a local hospital recovering from an operation. He seems as smiling and efficient as of old.

Congratulations to Mr. Thomas Byrne, new assistant buyer of the living room section and to Mr. Lester DeWalt representing the Franklin Furniture Company. May their shadows never grow less.

If you don't believe that "dog's delight to bark and bite," see the bandage on Mr. Harry Gary's hand.

On Floor Nine

Mr. L. J. Lindecker has been ill with pneumonia for three weeks, and has just returned to his duties in the rug department. We all welcome him back.

It is with pleasure that we announce the promotion of Mr. Richard Elvis. Mr. Elvis, (you no doubt remember him from our last show) has been selling in the rug department. At present he is training to take over a position as section manager.

Adjusting

Our best wishes go with Miss Coletta Henkle, who was recently promoted from typist in this department to stenographer in Mr. Adelsheim's department.

We all wish a speedy recovery to Miss Pat Peiffer, who has been out of the department due to illness. We hope by the time this gets into print that she will be back with us.

Have you all noticed, (and one cannot help but see) that Marie Dezort is reducing? The March housefurnishing sale certainly kept her moving—but then just look at the results!

We get new additions too. Mary Cunningham has come from the service desk as mail clerk.

Have you noticed a little dark haired lady hobbling around lately? That happens to be Miss Lieberman who, although she bas been out for over a week due to an infection in her foot, is hack with us now and trying to make a go of it.

Adjuster's Gossip

Mr. Hooper, the artist, who will be remembered for his many years in the advertising department, became a grandfather the other day. This is a new experience for him, albeit one of the most delightful and he is extremely proud of the new title.

Jerry's on the job now . . . and he's carrying his chin so high that you need a megaphone to get his attention. The surest indication that he's growing used to being an executive is his conferenee demeanor—it's a treat to watch that Jerry-Stuart huddle that does so much toward making our ads readable, typographically speaking. Stuart makes type talk, but Jerry makes it cry out loud!

Floor By Floor—Continued

The elongated and ever-popular Jake is no longer one of us, we regret to say—but that fare-thee-well of Mr. Weston's was even worth leaving for; it was a splendid tribute to Jake. George Beecher tells us he's planning to spend his vacation in Greensburg.

Harry Runnette may take a jaunt to his native Bulgaria, if the office can spare him for three weeks this summer. Harry wants to attend the wine-pressing carnival that is so prominently mentioned in Cook's Tours.

Pat Dolan's harder to locate at his desk since he's planning Downstairs Store advertising than Jerry used to be.

Mrs. Collins' Sonny is a bad fire risk we hear. Has a penchant for warming up living rooms by using chairs for fuel.

Mrs. Spindler hopes to be able to locate both of her boys on the package collecting staff soon.

Joe Dolan's having trouble trying to persuade his daughter not to go on the stage.

Miss Bon and Miss Gordon don't like Scotch jokes . . . and it's a dangerous thing to trifle with Pats and Mikes in front of Miss Kelly.

We hear that Louis is training his voice for . . . well, nobody's sure just why he's training it . . . it will never obey him, that's certain.

Gertrude and Dorothy have their labors lightened considerably now and are more cheerful than ever. Dan Cupid may be behind this new cheerfulness, we hear.

Mr. Adams is back in a familiar place . . . Seems like old times again.

C. J. declares that better weather opens up the Cadillac repairing season again. He ought to save everything that falls off that wagon and get into serious competition with Bennett's.

Bookkeeping

Miss Helen Raybould of the bookkeeping department sails on the America, on March 2 for an extended trip abroad.

We are very sorry to hear of the illness of Miss Hilda Kimmerle, who has been absent for the last few weeks. We hope that she will be with us soon and wish her a speedy recovery.

The marriage of Miss Mae Woods and Paul Paspary was solemnized January 24, in St. James Church. The bride was presented with a beautiful electric coffee urn by the girls. Our best wishes go with it.

Credit Adjustment

"Dan Cupid" has entered this department and has claimed Miss Frances Dugan. She is now Mrs. Kenneth Carpenter. We extend our heartiest felicitations.

We are sorry to have Mr. Crosby and Miss Epstein absent due to illness but hope to have them back in our midst in a very short time.

I am sure that all Kaufmann's employees are familiar with the adjustment department of our store, but how many are acquainted with its next door neighbors, the credit adjustment department?

This department corrects all errors that appear on monthly statements made by various departments of the store including our own, because none of us are infallible.

Each complaint that is taken for adjustment, goes through a process of analysis before it is put into the files and the source of the mistake is marked against the department or individual who is at fault.

The salesperson might be surprised to learn that the greatest number of errors originate in the selling departments. It is amazing to know the number of monthly statements that have to be rectified due to trivial errors which could be easily dispensed with if we had the cooperation of each salesperson in being more careful when writing the name of the customer on their saleschecks, correct name and spelling of items and legible figures.

The only way we will know that we have the full support of every co-worker in helping our cause is if our complaints decrease in the forthcoming months.

Mailing and Stenographic

Miss Josephine Pauley, head of the mailing and stenographic department, with a few friends was a recent visitor to Washington, D. C., to attend the Inaugural of President Hoover. She related a very interesting and wonderful time, which made us all wish we had been there too.

I got the Employee's Charge Blues
I ain't feeling so good, is you?
I buy and buy, I sigh and sigh
Yet there is no ain't until I die
I got the Employee's Charge Blues.

By Florence Cohn

Food for thought can never be bought.

Did you hear the one about the Scotchman, who wanted to go to Canada—he had a Canadian dime.

The mailing and stenographic department take great pride in three of their girls, Alice Leslie, Mildred Sturn and Harriette Weber, who will participate in Kaufmann's show this year.

Three of our girls are taking interior decorating in the Progressive Retailing Course. Why, I wonder???????

Page Sherlock Holmes—Why does a certain young lady receive a telephone call each and every Tuesday, at the same hour, from the same young man? What causes this? Now Marie Bianchi, can you help us out?

Tragedy of Life:—Stand-By member inquiring where to find a certain department in Kaufmann's. Yes! my children, the world moves every day, and so does Kaufmann's.

Mailing and Stenographic Department
Miss Pauley—10 floor

It is not necessary to go to a Western Union Office to send telegrams. Much time and trouble can be saved by sending them direct through the mailing and stenographic department. Through the Western Union Simplex Telegraph Machine, installed in our office, we are in direct communication with Western Union's Main Office. The service is for our employee's and customers.

Does Antique have a husband?

Maintenance

Eddie Hughes, foreman, is being married in June.

"Squirrels" will soon be in last place Forbes Street Bowling League.

Conny Lee insists upon putting chlorine crystals in his chewing tobacco.

Tom Cole bought a new Ford, which somehow is still running.

The Store extends felicitations to Mr. and Mrs. Simon Adelsheim, who celebrated their thirtieth wedding anniversary on Friday, March 15.

Coletta Henkel has been promoted from typist in the bureau of adjustment to stenographer in the supply office; and Kathryn McQuaid from wrapper in the downstairs store to record clerk in the supply office.

We are glad to welcome Mr. James Irwin as an accountant in our department. We hope he will enjoy his work here with us.

Floor By Floor—Continued

Gift Galleries

Miss Ernestine Trostler, buyer, gift galleries, has just returned from her trip abroad through five countries. She had a very trying trip because of the cold weather.

In Italy, Miss Trostler says that this was the worst winter ever experienced by any living person.

Miss Trostler returned smiling and happy. She brought many new things, especially antique furniture and jewelry.

Cafeteria

Virginia Anna Kaplso is now Mrs. George Boyer of Canonsburg, and Lena Peroni is now Mrs. Alfred Fasola of Cuddy. Congratulations, girls!

The Junior Party, held at the Cafeteria, Thursday night, April 4th, was a big success. About two hundred and fifty were served dinner in the cafeteria. Following this, an informal dance was held in the auditorium.

JOS. M. MEYERS
MASTERO OF CEREMONIES

Songs, catchy songs you want to hear,
Full of zip and go and cheer!
Lovely, pretty melodies,
Catchy bits of harmonies!
Hilarities!

Dancing, swiftly in a whirl,
Here a kick and here a twirl,
Smart and tricky steps to show
Just how clever feet can go,
Hilarities!

Costumes gay in brightest shades
Peppy men and snappy maids,
Clever bits of repartee,
Whoop! Hurray! Lead the way!
Hilarities!

BUY YOUR TICKETS NOW

Fourth Annual Production of

THE KAUFMANN PLAYERS

IN

HILARITIES OF 1929

IN

Twenty-four Scenes

Dancing, Singing, Specialty Parts

Directed By
WILLIAM F. MARLATT

Devised and Staged By
JOHN MURRAY ANDERSON

April 22 to 28

NIXON THEATRE

Tickets 2.00—50c